

# Schools admissions

Do the hard work to make it simple

# Failure demand

- Is what happens when services break down
- Results in parents reacting and using the only tools they know how: whatdotheyknow, phone calls to admissions
- Is the thing we're trying to reduce by answering questions in the app

# Mitigating failure demand

- Parents should not have to understand the complexities of the system in order to engage with it
- But that shouldn't preclude the more engaged parents from diving into detail

# Start with what they know

- Where they live (or where they are going to be living)
- What kind of provision they are applying for
- The most common case is where the savings will be made



# Things we're missing today

- Historical cut-off boundaries
- Language that lets parents know that all of this data is historical, and expectations based on them can be unrealistic
- Full admissions data (the CSV has this only for schools with contention - the rest is randomised)

# Recommendations

- Admissions team are the authority and the service bottleneck for data - make open publishing a priority at offers time (shapefiles and CSVs equal or higher priority to PDFs)
- Do the hard work to make it simple
- Deal with the Fear, Uncertainty and Doubt - bust the myths